Amendments to the Claims:

These claims will replace all prior versions, and listings, of claims in the application:

1. (previously presented) A method of communicating a command to a controllable device, comprising the steps of:

generating a watermark comprising the command, which is to be executed by the controllable device;

generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device; and

transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command, wherein transmitting the watermarked signal comprises rendering the watermarked signal using at least one of a video device and an audio device, the controllable device capable of receiving the rendered watermarked signal produced by at least one of the video device and the audio device.

2. (previously presented) A method as claimed in claim 1, wherein the watermarked signal is generated in a first domain and the information unit is generated in a second domain.

3. (previously presented) A method as claimed in claim 2, wherein the first domain is one of an acoustic domain and a visual domain.

4. (previously presented) A method as claimed in claim 2, wherein the second domain is an

electrical domain.

5. (previously presented) A method as claimed in claim 1, where the command relates to at least one of: control of a physical movement of a part of the controllable device, rendering of an audio output by the controllable device, rendering of a visual output by the controllable device, and adjusting a value for at least one parameter associated with the command.

6. (previously presented) An arrangement for remotely controlling a controllable device, comprising:

embedding means for generating a watermark comprising a command, which is to be executed by the controllable device;

watermarking means for generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device;

output means for transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command, the output means comprising at least one of video means and audio means capable of transmitting the watermarked signal by rendering the watermarked signal;

receiving means for receiving the rendered watermarked signal in the controllable device, the receiving means capable of receiving the rendered watermarked signal produced by at least one of the video means and the audio means;

decoding means for obtaining the information unit from the rendered watermarked signal and obtaining the command from the information unit; and

executing means for executing the command.

7. (previously presented) A controlling device arranged for communicating a command to a controllable device, comprising:

embedding means for generating a watermark comprising the command, which is to be executed by the controllable device;

watermarking means for generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device; and

output means for transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command, the output means comprising at least one of video means and audio means capable of transmitting the watermarked signal by rendering the watermarked signal, the controllable device capable of receiving the rendered watermarked signal produced by at least one of the video means and the audio means.

8. (previously presented) A controllable device arranged for receiving a command from a controlling device, comprising:

receiving means for receiving a rendered watermarked signal in the controllable device, the rendered watermarked signal produced by at least one of video means and audio means in the controlling device, at least one of the video means and the audio means capable of rendering a watermarked signal;

decoding means for obtaining an information unit from the rendered watermarked signal and obtaining the command from a watermark in the information unit; and

executing means for executing the command.

9. (original) A computer program product being arranged for causing a processor to execute

the method of claim 1.

10. (previously presented) A method of presenting an advertisement to a user, comprising the steps of:

generating a watermark comprising a command, which is to be executed by a controllable device, the command being related to presenting the advertisement;

generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device; and

transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command by generating the advertisement and presenting the advertisement to the user, wherein transmitting the watermarked signal comprises rendering the watermarked signal using at least one of a video device and an audio device, the controllable device capable of receiving the rendered watermarked signal produced by at least one of the video device and the audio device.

11. (previously presented) A method as claimed in claim 10, further comprising the steps of:

maintaining a user profile for the user based on a sale of the controllable device to the user;

determining using the user profile a product that the user is likely to want to buy, and adding an identifier for the product to the command.

12. (currently amended) A computer readable storage unit for storing a signal, ~~embodied in a computer readable medium,~~ the signal comprising an information unit in which a watermark is

embedded, the watermark comprising a command to be executed by a controllable device, the signal having been rendered using at least one of a video device and an audio device, the controllable device capable of receiving the signal from at least one of the video device and the audio device.

13. (previously presented) An apparatus for remotely controlling a controllable device, comprising:

an embedding module for generating a watermark comprising a command to be executed by the controllable device;

a watermarking module for generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device; and

an output module for transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command, the output module comprising at least one of a video device and an audio device capable of rendering the watermarked signal, the controllable device capable of receiving the rendered watermarked signal produced by at least one of the video device and the audio device.

14. (previously presented) The apparatus of Claim 13, wherein the watermarked signal is generated in a first domain and the information unit is generated in a second domain.

15. (previously presented) The apparatus of Claim 14, wherein the first domain comprises one of a visual domain and an acoustic domain, and the second domain comprises an electrical domain.

16. (previously presented) The apparatus of Claim 14, wherein:

the video device comprises a television and the audio device comprises a loudspeaker; and

the information unit comprises at least a portion of one of: a television program, a radio program, a movie, an advertisement, a picture, and a sound.

17. (previously presented) An apparatus for receiving a command from a controlling device, comprising:

a receiving module for receiving a rendered watermarked signal comprising a watermark from the controlling device, the rendered watermarked signal produced by at least one of a video device and an audio device in the controlling device, at least one of the video device and the audio device capable of rendering a watermarked signal;

a decoding module for obtaining an information unit from the rendered watermarked signal and obtaining a command from the information unit; and

an executing module for executing the command.

18. (previously presented) The apparatus of Claim 17, wherein the watermarked signal is generated in a first domain and the information unit is generated in a second domain.

19. (previously presented) The apparatus of Claim 18, wherein the first domain comprises one of a visual domain and an acoustic domain, and the second domain comprises an electrical domain.

20. (previously presented) The apparatus of Claim 17, wherein:

the modules form a portion of one of: a mobile telephone, a television receiver, a stereo, a toy, a handheld computer, and a personal digital assistant; and

the information unit comprises at least a portion of one of: a television program, a radio program, a movie, an advertisement, a picture, and a sound.

21. (previously presented) The apparatus of Claim 13, wherein:

the video device comprises a television; and

the audio device comprises a speaker.

22. (previously presented) The apparatus of Claim 17, wherein:

the video device comprises a television;

the audio device comprises a speaker; and

the receiving module comprises at least one of: a microphone, a camera, and a light sensitive sensor.